



**USAID**  
FROM THE AMERICAN PEOPLE

**BOSNIA-HERZEGOVINA**

**Total Funding: \$7..3 million**

**Duration: December 2007 - December 2012**

**Implementer: Academy for Educational Development**



***“Rafting Europe” white-water rafting tour on the Neretva River***

**“I am hopeful that the new national online booking portal (Tourism e-BIZ Center) will help promote and sell rafting tours... so that the tourist rafting season will last six months instead of three months.”**

**—Samir Krivić, the owner&manager of Konjic based Rafting Europe  
([www.europerafting.com](http://www.europerafting.com))**

## **Excellence in Innovation Project (EI)**

### **Challenge**

USAID/BiH recognizes the need to improve private sector growth as part of its larger overall strategy to help Bosnia and Herzegovina meet the challenges of growing its economy. As such, increasing competitiveness and growth of small and medium enterprises (SMEs) is a top priority for BiH’s economic development. In order to compete successfully on the regional level and comply with EU accession demands, BiH SMEs must improve their ability to absorb new technologies. One aspect of the required technological upgrade is their ability to effectively utilize relevant, value-added information and communications technology (ICT) applications and services. Effective use of ICT will enable BiH businesses to attract customers and communicate with them, employ efficient supply and distribution channels and improve business processes.

### **USAID Initiative**

The goal of the Excellence in Innovation (EI) project is to strengthen both BiH ICT and non-ICT companies’ competitive positions through their ability to offer new, high value-added products and services that are in demand in the domestic and global markets. The EI Project supports machine tool, wood processing, agribusiness, tourism, apparel/textile/leather industry, logistic/supply chain management and supporting sectors. The project will work to significantly improve the competitiveness of at least 280 SMEs.

### **Financing**

The EI Project is being co-sponsored by the Norwegian Ministry of Foreign Affairs (NMFA) and USAID.

### **Planned Activities**

The EI Project created four e-BIZ centres that provide high impact ICT applications for targeted and/or supporting industries and will become financially and operationally self-sustainable. The Machine Technology e-BIZ Center ([www.mttc.ba](http://www.mttc.ba)) was established in Gračanica, the Wood Technology e-BIZ Center ([www.arteco.ba](http://www.arteco.ba)) is located in Tešanj, the Tourism e-BIZ Center ([www.exploringbh.com](http://www.exploringbh.com)) is located in Sarajevo and the Agribusiness e-Biz Center is located in Banja Luka. MTTC, Arteco and ExploringBH have been operational since 2009 and have each sold services to over 200 SMEs.

During 2010 the EI Project will carry out the market research for the apparel/textile/leather and logistics/supply chain management e-BIZ Centers and select the partners for those two Centers. The EI Project will also work closely with SMEs in the wood, agribusiness, tourism and tool and die sectors for them to understand the added value of using the services from the four established e-BIZ Centers. Furthermore, the EI Project will work with the four established e-BIZ Centers to promote their services both within and outside Bosnia-Herzegovina.

Contacts: Phone +387 33 702 300; Fax +387 33 667 892; [www.usaid.gov/ba](http://www.usaid.gov/ba)